



WDAF-TV

ORDER

Flight Dates 10/29/12-11/06/12

Print Date 10/29/12

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REVISION

Order Sep 00:15:00

Contract / Revision

557037 /

Product

Oct 29-Nov 6, 2012

Estimate #

Oct 29-Nov 6, 2012

Original Date / Revision

10/29/12 10/29/12

Agency Com

15%

Alt Order #

Billing Type

Cash

Advertiser McCaskill/D/MO/US Senate

Billing Contact

Suzanne Lorimer

Order Type

GENERAL

Billing Cycle

EOM/EOC

Billing Calendar

BROADCAST

Agency Media Strategies & Research

1580 Lincoln Street

Suite 510

Denver, CO 80203

Demographic

A25-54

Buying Contact

Sales Office

L-KC

Rev Codes

SP-POL CAN

POL

Sales Region

LOC

Product Codes

PL1Bb

Priority

DEFAULT

Agency Ref

Advertiser Ref

11350 Random Hills Rd

Suite 670

Fairfax, VA 22030

Primary Account Executive

Local WDAF House

Account Executive

Order%

Start Date

End Date

Local WDAF House

100%

Jeannie Blau

%

Order Share 20% Market Value 459250

Competing Station % of Order Amount

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	30%	137775
KCWE	%	0
KMBC	30%	137775
KMCI	%	0
KPXE	%	0
KSHB	20%	91850
KSMO	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	148	\$78,072.50	\$91,850.00	0.00	10/29/12	11/06/12	148	\$78,072.50	\$91,850.00
Totals	148	\$78,072.50	\$91,850.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	4	10/30/12	11/06/12	M-F 5-530a M-F 5-530a	CM-All	5-530a	1111--	:30	5	\$200.00	3	0.00	NM	6	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-1111--		4				\$200.00		0.00			
		Week: 11/05/12	11/11/12	11-----		2				\$200.00		0.00			
2	4	10/30/12	11/06/12	M-F 530-6a M-F 530-6a	CM-All	530-6a	1111--	:30	5	\$300.00	2	0.00	NM	6	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-1111--		4				\$300.00		0.00			
		Week: 11/05/12	11/11/12	11-----		2				\$300.00		0.00			
3	4	10/30/12	11/06/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	1111--	:30	5	\$600.00	2	0.00	NM	10	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-2211--		6				\$600.00		0.00			



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Contract / Revision **557037** Flight Dates **10/29/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/29/12/ 10/29/12

Order Sep 00:15:00

Advertiser **McCaskill/D/MO/US Senate** Product **Oct 29-Nov 6, 2012**

Estimate # **Oct 29-Nov 6, 2012**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
3	4	10/30/12	11/06/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	11111--	:30	5	\$600.00	2	0.00	NM	10	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	22-----					4	\$600.00		0.00			
4	4	10/30/12	11/06/12	M-F 7-9a M-F 7-9a	CM-All	7-9a	11111--	:30	5	\$375.00	3	0.00	NM	11	\$4,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-2212--					7	\$375.00		0.00			
		Week: 11/05/12	11/11/12	22-----					4	\$375.00		0.00			
5	4	11/03/12	11/03/12	Sa 7-9a Sa 7-9a	CM-All	Sa 7-9a	-----1-	:30	1	\$300.00	3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1-					1	\$300.00		0.00			
6	4	11/04/12	11/04/12	Su 7-9a Su 7-9a	CM-All	Su 7-9a	-----1	:30	1	\$300.00	2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----1					1	\$300.00		0.00			
7	4	11/02/12	11/06/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	11--1--	:30	3	\$200.00	3	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----1--					1	\$200.00		0.00			
		Week: 11/05/12	11/11/12	11-----					2	\$200.00		0.00			
8	4	10/30/12	11/05/12	M-F 10-11a M-F 10-11a	CM-All	10-11a	11-1---	:30	3	\$100.00	3	0.00	NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-1-1---					2	\$100.00		0.00			
		Week: 11/05/12	11/11/12	1-----					1	\$100.00		0.00			
9	4	10/31/12	10/31/12	M-F 11-1130a M-F 11-1130a	CM-All	11-1130a	--1----	:30	1	\$100.00	3	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--1----					1	\$100.00		0.00			
10	4	10/30/12	10/30/12	M-F 1130a-12p M-F 1130a-12p	CM-All	1130a-12p	-1-----	:30	1	\$100.00	3	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-1-----					1	\$100.00		0.00			
11	4	11/06/12	11/06/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	-1-----	:30	1	\$200.00	3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	-1-----					1	\$200.00		0.00			
12	4	11/05/12	11/05/12	M-F 1-2p M-F 1-2p	CM-All	1-2p	1-----	:30	1	\$100.00	3	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	1-----					1	\$100.00		0.00			
13	4	10/31/12	10/31/12	M-F 2-3p M-F 2-3p	CM-All	2-3p	--1----	:30	1	\$100.00	3	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--1----					1	\$100.00		0.00			
14	4	10/30/12	11/06/12	M-F 3-4p M-F 3-4p	CM-All	3-4p	2222--	:30	10	\$100.00	3	0.00	NM	10	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-2222--					8	\$100.00		0.00			
		Week: 11/05/12	11/11/12	2-----					2	\$100.00		0.00			



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Contract / Revision **557037** Flight Dates **10/29/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/29/12/ 10/29/12

Order Sep 00:15:00

Advertiser **McCaskill/D/MO/US Senate** Product **Oct 29-Nov 6, 2012**

Estimate # **Oct 29-Nov 6, 2012**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
14	4	10/30/12	11/06/12	M-F 3-4p M-F 3-4p	CM-All	3-4p	22222--	:30	10	\$100.00	3	0.00 NM	10	\$1,000.00
15	4	10/30/12	11/06/12	M-F 4-5p M-F 4-5p	CM-All	4-5p	22222--	:30	10	\$250.00	3	0.00 NM	10	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
	Week:	10/29/12	11/04/12	-2222--					8	\$250.00		0.00		
	Week:	11/05/12	11/11/12	2-----					2	\$250.00		0.00		
16	4	10/30/12	11/06/12	M-F 5-6p M-F 5-6p	CM-All	5-6p	11111--	:30	5	\$600.00	2	0.00 NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
	Week:	10/29/12	11/04/12	-1111--					4	\$600.00		0.00		
	Week:	11/05/12	11/11/12	1-----					1	\$600.00		0.00		
17	4	10/30/12	11/06/12	M-F 6-630p M-F 6-630p	CM-All	6-630p	11111--	:30	5	\$900.00	2	0.00 NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
	Week:	10/29/12	11/04/12	-1111--					4	\$900.00		0.00		
	Week:	11/05/12	11/11/12	1-----					1	\$900.00		0.00		
18	4	11/03/12	11/03/12	Sa 5-6p Sa 5-6p	CM-All	5-6p	-----1-	:30	1	\$250.00	2	0.00 NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
	Week:	10/29/12	11/04/12	-----1-					1	\$250.00		0.00		
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
	1	4	10/29/12-11/04/12	Sa 5-6p		5-6p	-----Sa--	:30		(\$250.00)		0.00 NM		
	See MG 18.2													
	[Program Change]													
	2	4	10/30/12-10/30/12	M-F 1102-1132p		M-F 1102p-1132p	-T-----	:30		\$250.00		0.00 NM		
	Ⓜ MG for 18.1 11/03													
19	4	10/30/12	11/06/12	M-F 630-7p M-F 630-7p	CM-All	630-7p	11111--	:30	5	\$2,200.00	1	0.00 NM	5	\$11,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
	Week:	10/29/12	11/04/12	-1111--					4	\$2,200.00		0.00		
	Week:	11/05/12	11/11/12	1-----					1	\$2,200.00		0.00		
21	4	11/05/12	11/05/12	Monday Prime A FOX Prime Monday 7-8p	CM-All	7p-8p	1-----	:30	1	\$2,100.00	2	0.00 NM	1	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
	Week:	11/05/12	11/11/12	1-----					1	\$2,100.00		0.00		
22	4	11/05/12	11/05/12	Monday Prime B FOX Prime Monday 8-9p	CM-All	8p-9p	1-----	:30	1	\$1,800.00	2	0.00 NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
	Week:	11/05/12	11/11/12	1-----					1	\$1,800.00		0.00		
23	4	10/30/12	10/30/12	Tuesday Prime B FOX Prime Tuesday 8-9p	CM-All	8p-9p	-1-----	:30	1	\$2,000.00	3	0.00 NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
	Week:	10/29/12	11/04/12	-1-----					1	\$2,000.00		0.00		
24	4	11/01/12	11/01/12	X Factor Thursday FOX X Factor	CM-All	7-9p	---1---	:30	1	\$2,000.00	2	0.00 NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
	Week:	10/29/12	11/04/12	---1---					1	\$2,000.00		0.00		
E 25	4	11/01/12	11/01/12	Thursday Prime B FOX Prime Thursday 8-9p	CM-All	8p-9p	---1---	:30	1	\$2,800.00	2	0.00 NM	1	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
	Week:	10/29/12	11/04/12	---1---					1	\$2,800.00		0.00		

Contract / Revision

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 25	4	11/01/12	11/01/12	Thursday Prime B FOX Prime Thursday 8-9p	CM-All	8p-9p	---1---	:30	1	\$2,800.00	2	0.00	NM	1	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---1---					1	\$2,800.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	4	10/29/12-11/04/12		Thursday Prime B		8p-9p	---Th-----	:30		(\$2,800.00)		0.00	NM		
See MG 25.2															
[Program Change]															
2	4	11/01/12-11/01/12		Thursday Prime B		8p-9p	---Th-----	:30		\$2,800.00		0.00	NM		
Ⓜ MG for 25.1 11/01															
26	4	11/02/12	11/02/12	Friday Prime A FOX Prime Friday 7-8p	CM-All	7p-8p	----1--	:30	1	\$1,000.00	2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----1--					1	\$1,000.00		0.00			
27	4	10/30/12	11/05/12	M-F 9-10p M-F 9-10p	CM-All	9-10p	11-11--	:30	4	\$1,200.00	3	0.00	NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-1-11--					3	\$1,200.00		0.00			
Week:		11/05/12	11/11/12	1-----					1	\$1,200.00		0.00			
28	4	10/30/12	11/05/12	M-F 10-1030p M-F 10-1030p	CM-All	10-1030p	11111--	:30	5	\$1,200.00	3	0.00	NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-1111--					4	\$1,200.00		0.00			
Week:		11/05/12	11/11/12	1-----					1	\$1,200.00		0.00			
29	4	10/30/12	11/05/12	M-F 1030-1102p M-F 1030-1102p	CM-All	1030-1102p	11111--	:30	5	\$400.00	3	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-1111--					4	\$400.00		0.00			
Week:		11/05/12	11/11/12	1-----					1	\$400.00		0.00			
30	4	11/04/12	11/04/12	Su 9-10p Su 9-10p	CM-All	9-10p	-----1	:30	1	\$1,200.00	3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----1					1	\$1,200.00		0.00			
31	4	11/04/12	11/04/12	Su 10-1030P Su 10-1030p	CM-All	10-1030p	-----1	:30	1	\$1,200.00	3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----1					1	\$1,200.00		0.00			
32	4	11/04/12	11/04/12	SU 1030-1102p Su 1030-1102p	CM-All	1030-1102p	-----1	:30	1	\$400.00	3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----1					1	\$400.00		0.00			
33	4	10/29/12	11/06/12	M-F 5-530a M-F 5-530a	CM-All	5-530a	11111--	:30	5	\$200.00	3	0.00	NM	7	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	11111--					5	\$200.00		0.00			
Week:		11/05/12	11/11/12	11-----					2	\$200.00		0.00			
34	4	10/29/12	11/02/12	M-F 530-6a M-F 530-6a	CM-All	530-6a	11111--	:30	5	\$300.00	2	0.00	NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	11111--					5	\$300.00		0.00			
35	4	11/01/12	11/01/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	---1---	:30	1	\$600.00	2	0.00	NM	1	\$600.00



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Contract / Revision **557037** Flight Dates **10/29/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/29/12/ 10/29/12

Order Sep 00:15:00

Advertiser **McCaskill/D/MO/US Senate** Product **Oct 29-Nov 6, 2012**

Estimate # **Oct 29-Nov 6, 2012**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
35	4	11/01/12	11/01/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	---1---	:30	1	\$600.00	2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---1---					1	\$600.00		0.00			
36	4	10/30/12	10/30/12	M-F 7-9a M-F 7-9a	CM-All	7-9a	-1-----	:30	1	\$375.00	3	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-1-----					1	\$375.00		0.00			
37	4	11/01/12	11/01/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	---1---	:30	1	\$200.00	3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---1---					1	\$200.00		0.00			
38	4	10/30/12	11/02/12	M-F 10-11a M-F 10-11a	CM-All	10-11a	-1--1--	:30	2	\$100.00	3	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-1--1--					2	\$100.00		0.00			
39	4	10/29/12	10/29/12	M-F 11-1130a M-F 11-1130a	CM-All	11-1130a	1-----	:30	1	\$100.00	3	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	1-----					1	\$100.00		0.00			
40	4	10/31/12	10/31/12	M-F 1130a-12p M-F 1130a-12p	CM-All	1130a-12p	--1----	:30	1	\$100.00	3	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--1----					1	\$100.00		0.00			
41	4	11/05/12	11/05/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	1-----	:30	1	\$200.00	3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	1-----					1	\$200.00		0.00			
42	4	10/30/12	11/05/12	M-F 5-6p M-F 5-6p	CM-All	5-6p	11-11--	:30	4	\$600.00	2	0.00	NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-1-11--					3	\$600.00		0.00			
Week:		11/05/12	11/11/12	1-----					1	\$600.00		0.00			
43	4	10/29/12	11/01/12	M-F 6-630p M-F 6-630p	CM-All	6-630p	1--1---	:30	2	\$900.00	2	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	1--1---					2	\$900.00		0.00			
44	4	10/29/12	11/02/12	M-F 630-7p M-F 630-7p	CM-All	630-7p	1-1-1--	:30	3	\$2,200.00	2	0.00	NM	3	\$6,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	1-1-1--					3	\$2,200.00		0.00			
45	4	11/03/12	11/03/12	Sa 630-7p Sa 630-7p	CM-All	Sa 630-7p	-----1-	:30	1	\$800.00	3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----1-					1	\$800.00		0.00			
46	4	10/29/12	11/05/12	M-F 9-10p M-F 9-10p	CM-All	9-10p	11211--	:30	6	\$1,200.00	2	0.00	NM	7	\$8,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	11211--					6	\$1,200.00		0.00			
Week:		11/05/12	11/11/12	1-----					1	\$1,200.00		0.00			
47	4	10/29/12	11/05/12		CM-All	1030-1102p	11111--	:30	5	\$400.00	3	0.00	NM	6	\$2,400.00



WDAF-TV

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Contract / Revision **557037** Flight Dates **10/29/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/29/12/ 10/29/12

Order Sep 00:15:00

Advertiser **McCaskill/D/MO/US Senate** Product **Oct 29-Nov 6, 2012**

Estimate # **Oct 29-Nov 6, 2012**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				M-F 1030-1102p											
				M-F 1030-1102p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	11111--					5	\$400.00		0.00			
		Week: 11/05/12	11/11/12	1-----					1	\$400.00		0.00			
														Totals	148 \$91,850.00